

## ABSTRACT OF THE DISCLOSURE

In a purchase promotion server system, electronic goods/services information indicating goods/services scheduled to be purchased or goods/services desired to be purchased is stored for each user, a user state of a user regarding whether the user is fit to purchasing of goods/services is judged according to state data including a location information of the user, and a message urging/reminding the user to purchase the goods/services scheduled to be purchased or the goods/services desired to be purchased indicated by the electronic goods/services information is sent to the user via a network according to the user state of the user.